

2014 Calendar Year Youth Hunter Recruitment Initiative July 11, 2014

BACKGROUND

The core constituency base for hunting, angling and boating has declined and become more fractured across Kentucky, and consequently a large percentage of the population have become distanced from conservation issues. As participation in hunting, fishing, shooting sports and boating activities decline, state fish and wildlife agencies are uniquely positioned and have a responsibility to engage a variety of both user and potential user groups in conservation and outdoor recreation. In response to this reality, the Kentucky Department of Fish and Wildlife Resources (KDFWR) offers the “2014 Youth Hunter Recruitment Initiative.”

This Initiative is focused upon the coordination of multiple aspects. The first component of this Initiative includes placing an air rifle in the hands of potential hunters--both youth and adult--under the supervision of Hunter Education instructors and experts, which emphasize safe handling of firearms and marksmanship. The second aspect is for youths—primarily new hunters—obtaining a complimentary Kentucky Youth Sportsman’s License. The third aspect, when conducive to the event, is the ability to provide mentored hunting experiences.

The Kentucky Department of Fish and Wildlife Resources (KDFWR) is therefore seeking financial and voluntary assistance for the Initiative at multiple events throughout the 2014 fiscal year. Strong private partnerships are essential to continue the wildlife success and hunting tradition in Kentucky. By becoming a sponsor, organizations help KDFWR achieve our mission and mandate as the stewards of wildlife and of the hunting tradition for the Commonwealth of Kentucky. In return for a Sponsorship, your organization will have significantly increased effectiveness in getting your brand and messages delivered to hunters, anglers, boaters and wildlife conservationists throughout the entire state of Kentucky, as well as non-residents who participate in these activities in Kentucky.

These sponsorship opportunities began with the State NASP Tournament in April 2013, which saw a record number of student archers—a total of 4,093—compete. In addition to their tournament participation, and thanks to sponsors, 21 student archers completed hunter education at the event and 50 received their first hunting license, free of charge. This Initiative and sponsorship opportunity now continues in its second year of existence.

TIMEFRAME

In accordance with KRS 45A.085 (2) this specific annual sponsorship opportunity will include *July 11th event at Sportsman’s Warehouse, July 26th event at Field and Stream, July 26th Quail Forever event at Turkey Ridge Hunt Club* and the *August 14th – 24th Kentucky state Fair*, will be posted on the agency’s website for a minimum of seven (7) calendar days, beginning on **June 23, 2014. Sponsorship proposals must be received no later than July 3, 2014.**

Consistent with KDFWR’s year-long commitment to the Initiative and our ongoing need for financial and voluntary assistance from potential sponsors, additional sponsorship opportunities will be posted at least fifteen days prior to subsequent events. This and future sponsorship opportunities may also be linked to other Commonwealth web sites, the *Kentucky Afield* radio and television shows, and awareness will be raised through other media, such as publication in newspapers, press releases and social media.

Beginning with the July 11th Sportsman's Warehouse Youth event, approved sponsors will receive tangible benefits, as outlined in this posting for the remainder of this calendar year. KDFWR anticipates offering this Initiative experience at up to ten (10) separate events. Therefore, return on investment (and its duration) for a potential sponsor is dependent on the event at which it applies to sponsor a component of the Initiative. Initial funding of this Initiative through sponsorship establishes a perpetual source of funding for future 2014 events; whereas the amount of funding directly determines how many new hunters KDFWR is able to recruit. Finally, each sponsorship opportunity includes specific commitments, as described herein.

SPONSORSHIP OPPORTUNITIES

KDFWR is seeking continued assistance for the Kentucky YOUTH HUNTER RECRUITMENT INITIATIVE, **next offered at the Sportsman's Warehouse Youth Hunting Day Friday July 11th, 2013.** A minimum of one PRESENTING sponsor for each component, 1-3.

For purposes of the NWTF JAKES Day, sponsorship assistance may be provided as follows:

1. SPONSORED AIR RIFLE/LIVE-FIRE COMPONENT:

KDFWR requires that all hunters, born after 1975, satisfactorily complete a hunter education course and a live-fire/range exercise to become Hunter Education-certified in Kentucky. (See 301 KAR 3:100, attached to this Sponsorship Proposal.) To allow youths another opportunity to complete the live-fire/range portion of their Hunter Education requirements, KDFWR intends to offer an air rifle range at the National NASP Tournament as part of this Initiative. Because of this, KDFWR seeks sponsor(s) as follows:

"Presenting" Sponsor(s) of Air Rifle/Live Fire Component, shall provide or fund for purchase:

- Air Rifle Range, with up to 5 Lanes to include: 2 Pop-Up Frames, 8ft. X 12 ft. each, 5 Panels, 1 Primary Impact Wall, 1 Primary Impact Wall Support Rod, 5 Baffles, 2 Transportation-of-Unit Cases, 1 Speed Shoot Target System
- Air Rifles/ Projectiles (Pellets), Targets, Backstop
- Coaches/Instructors
- Cash Option (in lieu of providing/donating equipment/staff): \$5000 min / \$10,000 max

NOTE: Selected Sponsor(s) will be expected to provide support/meet obligations through the duration of the event with set up and break down on designated dates. Sponsors selecting the "Cash Option" will be required to submit payment to KDFWR by no later than 2 weeks prior to event.

The **"Presenting"** Sponsor(s) of Air Rifle/Live Fire Component, shall receive the following benefits:

- Your business named/identified as a "Presenting" sponsor in any media (television or radio) advertisements promoting the event.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.
- Your banner prominently displayed at the event in the KDFWR booth.
- 10 X 10 booth space to display merchandise, product or service within KDFWR's booth area.
- Your logo displayed on our events section of the KDFWR website: www.fw.ky.gov

SPONSORED COMPLIMENTARY LICENSE COMPONENT:

KDFWR plans to provide complementary Youth Sportsman's Licenses to as many as 500 participants under 16 years of age who comply with the requirements of this Initiative. Specifically, resident participants ages 11 to 15 may receive the Kentucky Youth Sportsman's License, with a retail cost of \$30. (Kentucky law defines a youth sportsman as less than 16 years of age.) Pursuant to KRS 150.179, the department's Commissioner can waive or discount a license or permit for an event or program supporting a recreational activity. To do this, the department must ensure that the event or program provides education in or appreciation of hunting, fishing or trapping; and that the waiver of the license or permit requirement does not result in a substantial loss of revenue. Because of this, KDFWR seeks sponsor(s) as follows:

The **Presenting** Sponsor(s) of **Complimentary License Component**, shall provide:

- Reimbursement (Underwriting) of each complimentary license at discounted price. \$15 cost for each complimentary Youth Sportsman's License issued at Initiative events: Youth Sportsman's License for youths under age 16 has Retail Price of \$30; therefore cost to sponsor equals **approximately 50 percent off the retail.**
- Reimbursement/Underwriting of total complimentary licenses would be expected after the conclusion of the event and within 30 days of receiving KDFWR invoice identifying the number and type of free licenses issued/redeemed.
- Sponsor may be required to sign an agreement with KDFWR, to allow for reimbursement.
- Reimbursement would be based on a maximum of 500 youth participants, with an estimated costs as follows: **Qty. 33 Youth Sportsman's License X \$15.00 = 33 Youth Sportsman's License**

The "**Presenting**" Sponsor(s) of **Complimentary License Component**, shall receive the following benefits:

- Your business named/identified as a "Presenting" sponsor in any media (television or radio) advertisements promoting the Initiative events.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the Initiative events.
- Your banner prominently displayed at the KDFWR booth.
- 10 X 10 booth space to display merchandise, product or service within KDFWR's booth area.
- Your logo displayed on our events section of the KDFWR website: www.fw.ky.gov
 - Strong private partnerships are essential to continue the wildlife success legacy in Kentucky. By committing to this Sponsorship, you help KDFWR achieve our mission and mandate as the stewards of wildlife for the Commonwealth of Kentucky. In return for this Sponsorship, your business will have significantly increased potential in getting your messages delivered to hunters, anglers, boaters and wildlife conservationists throughout the entire state of Kentucky, and nonresidents who also recreate in Kentucky.
- Your business named/identified as "Presenting" sponsor in all media including but not limited to: Radio, T.V., Print, Digital, Social and New Media Platforms.
- Ability to coupon participants and attendees at these Initiative events. All costs associated with construction of, delivery of and redemption processes are the responsibility of the **Sponsor(s)**.
- Your business with prior approval from KDFWR will have the option to offer one (1) Register-To-Win (RTW) contest per event. All costs of executing RTW are the sole responsibility of the **Sponsor(s)**.

EVALUATION

KDFWR will review all responses in accordance with the evaluation factors set forth below:

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| 1. Sponsor Investment in Dollars (\$): | 60 Points Max |
| 2. Experience/Previous Sponsorship Activities: | 40 Points Max |

Potential sponsors must include their investment amount and a list of experience/previous sponsorship activities. **A minimum of one sponsor per component is being sought.**

NOTE: Selected Sponsor(s) will be expected to submit payment to KDFWR by no later than 2 weeks prior to event.

Note: The KDFWR reserves the right to reject any sponsors that are in conflict with the department's goals, mission, values, or that exceed our requirements. Selected sponsor(s) are expected to provide support and meet their obligations through the duration of the events with set up and break down on the designated dates. Since we expect to hold several events throughout 2014, all event sponsors selecting either financial and/or "in-kind" services/products must submit a letter defining the level of sponsorship and/or services/products to the attention of:

**Brian V. Blank
Director of Public Affairs
Kentucky Department of Fish and Wildlife Resources
#1 Sportsman's Lane
Frankfort, KY 40601**

Please make all checks payable to the Kentucky Department of Fish and Wildlife.

301 KAR 2:185. Hunter education.

RELATES TO: KRS 150.010, 150.015, 150.990

STATUTORY AUTHORITY: KRS 150.025(1), 150.170

NECESSITY, FUNCTION, AND CONFORMITY: KRS 150.025(1) authorizes the department to promulgate administrative regulations to establish seasons for the taking of fish and wildlife, to regulate bag limits, creel limits, and methods of take, and to make these requirements apply to a limited area. This administrative regulation establishes the requirements for hunter education.

Section 1. Definitions. (1) "Adult" means a person who is at least eighteen (18) years old.

(2) "Hunter education card" means a card or similar document that verifies a person has successfully completed a:

(a) Kentucky hunter education course; or

(b) Hunter education course from another state, province, or country that meets the standards established by the International Hunter Education Association.

(3) "Hunter education exemption certificate" means a certificate issued by the department that allows a person who is required to obtain a hunter education card to hunt for a period of one (1) year from the date obtained.

Section 2. Hunter Education Card. (1) Unless exempt pursuant to Section 3 of this administrative regulation or license-exempt pursuant to KRS 150.170, a person born on or after January 1, 1975 shall carry a valid hunter education card while hunting in Kentucky.

(2) A person who is less than twelve (12) years old hunting without a hunter education card shall be accompanied by an adult who is in position to take immediate control of the weapon and who:

(a) Has a hunter education card; or

(b) Is exempt from hunter education requirements.

(3) An adult shall not accompany more than two (2) hunters under twelve (12) years old at any one (1) time.

Section 3. Hunter Education Exemptions. (1) A person who is required to have a hunter education card may obtain a hunter education exemption certificate from the department.

(2) A person hunting with a valid hunter education exemption certificate shall:

(a) Carry the certificate while hunting; and

(b) Be accompanied by an adult who is in position to take immediate control of the weapon and who:

1. Is carrying a hunter education card; or

2. Was born before January 1, 1975.

(3) The department shall not issue more than one (1) hunter education exemption certificate to any individual.

Section 4. Hunter Education Course Requirements. (1) In order to obtain a Kentucky hunter education card, a person shall:

(a) Complete a hunter education course by:

1. Attending an entire department-sanctioned hunter education course; or

2. Obtaining and possessing a certificate of completion or its equivalent for course work meeting the standards of the International Hunter Education Association from:

a. An online hunter education course; or

b. A CD-ROM course or its equivalent.

(b) Correctly answer at least eighty (80) percent of the questions on a department-sanctioned exam; and

(c) Safely participate in department-sanctioned live fire exercises.

(2) A person shall be at least nine (9) years old in order to take the department-sanctioned exam. (17 Ky.R. 1259; eff. 11-15-90; Am. 28 Ky.R. 2052; eff. 5-16-2002; 29 Ky.R. 2131; 2487; 2879; eff. 6-16-03; 33 Ky.R. 3243; 3603; eff. 6-13-2007; 39 Ky.R. 1299; eff. 3-8-2013.)